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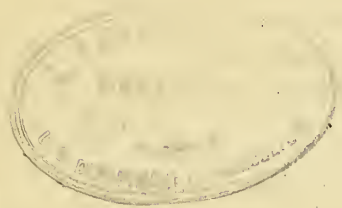
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN

AUGUST 1952



United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration

Washington 25, D. C.  
September 1952

Agriculture--Washington

## FOREWORD

This report presents data on consumer purchases during August 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
AUGUST 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Consumers bought almost one-fifth more frozen concentrated orange juice during August, in terms of fresh orange equivalent, than they did for both fresh oranges and canned single-strength juice put together. In part, this reflects the normal seasonal decrease in marketings of fresh oranges.

Household purchases of oranges in the form of fresh fruit, frozen concentrated orange juice, and canned single strength orange juice during the month were equivalent to 5,297,000 boxes of oranges, an increase of 15 percent over the corresponding month last year. The increase resulted from a 91 percent upsurge in purchases of frozen concentrated orange juice. This rise more than offsets the declines of 12 percent and 29 percent, respectively, in purchases of fresh oranges and canned single strength orange juice. Price changes were a factor in the relative shifts in volume of sales, since the average paid for frozen concentrated orange juice was considerably below that of a year ago, compared to a decline of only about 3 cents per dozen for fresh oranges. Prices paid for canned orange juice, on the other hand, were above those in August 1951.

Purchases of fresh grapefruit, canned single strength grapefruit juice, and frozen concentrated grapefruit juice were equivalent to 1,359,000 boxes of fruit during August, 14 percent less than a year earlier. Purchases of fresh grapefruit and canned single strength juice were both below the levels of a year ago, while frozen concentrated grapefruit juice purchases were almost unchanged.

Householders bought the equivalent of 834,000 boxes of fresh lemons during August in the form of bottled and canned lemon juice, frozen and shelf-pack lemonade bases, and fresh lemons. This total was 11 percent more than in August a year ago and was accounted for by larger purchases of both lemon juice and lemonade bases. Purchases of fresh lemons in August were down 9 percent, compared with a year earlier.

Household purchases of canned single strength juices during August totaled about the same as a year earlier. Purchases of all major canned single strength juices were larger, except for small decreases in purchases of grapefruit and orange-grapefruit blended juices and sharp decreases in purchases of orange and tangerine juices.

Purchases of dried prunes by householders amounted to 3,176 tons in August, 20 percent more than in this month last year. Prices paid averaged about 3 cents per pound less than a year ago. Dried apricot purchases increased over the preceding month, accompanying a decline in prices paid by consumers. Purchases of dates were almost unchanged from August 1951.



## FROZEN JUICES AND ADE BASES

Purchases of frozen concentrated orange juice by householders amounted to 3,859,000 gallons during August 1952, slightly below the record volume purchased in July (fig. 4). The decline was associated with an increase in the average price paid from 15.6 cents to 16.1 cents per 6-ounce can. The proportion of all families buying frozen concentrated orange juice declined to 27.4 percent, compared with 28.5 percent in July.

Frozen concentrated orange juice purchases in August 1952 exceeded by 91 percent those of the corresponding month a year ago. This increase was the result of a gain of about one-third in the number of families buying frozen concentrated orange juice, together with an increase of about 40 percent in the average amount purchased per family. Householders purchased 93 percent more frozen concentrated orange juice during the period January 1952-August 1952 than in the corresponding period of 1951.

Shelf-pack (nonfrozen) orangeade base was purchased by 3.7 percent of all families in August, totaling 267,000 gallons (table 1). Compared with July, this marked a decline of about one-fifth in the amount purchased, as well as in the proportion of families buying. Purchases were made at an average price of 14.8 cents per 6-ounce can, unchanged from the previous month.

Frozen lemonade base purchases by householders totaled 822,000 gallons during August, a decline of 40 percent from those in July but slightly more than in June. Prices paid by consumers increased to an average of 17 cents per 6-ounce can, compared with 15.9 cents in July and 15.4 cents in June. This represented the highest average price paid by consumers during any month since reporting of data for this product began in October 1951.

Household purchases of shelf-pack (nonfrozen) lemonade base amounted to 118,000 gallons during August, compared with 170,000 gallons during the preceding month. Prices consumers paid averaged 14.5 cents per 6-ounce can, and purchases were made by about 2.3 percent of all families (table 1).

About 246,000 gallons of frozen concentrated grape juice were bought by householders in August, nearly one-fifth less than in July. The decline was partly the result of fewer families purchasing in August, compared with the previous month. Householders paid an average of 21.4 cents per 6-ounce can of frozen concentrated grape juice, slightly less than that paid in any month of this series.

## CANNED JUICES

Household purchases of canned single strength juices totaled 7,378,000 cases (equivalent No. 2 cans) during August 1952. This was almost equal to the volume purchased during the preceding month and in August last year (table 2). Household purchases of all major canned single strength juices were above the levels of a year ago, except for small declines in purchases of grapefruit and orange-grapefruit blended juices and substantial declines in purchases of orange and tangerine juices.

Household purchases of canned single strength orange juice amounted to 1,538,000 cases (equivalent No. 2 cans) during August, practically the same as in July but 29 percent less than in August 1951 (fig. 5). Consumers paid an average of 27.7 cents per 46-ounce can for orange juice in August, somewhat more than in July and 10 percent more than during August last year. Slightly more than 14 percent of all families purchased orange juice during August. For the season to date (October 1951-August 1952), purchases exceeded those of this period last season by about one-fifth.

Consumers also bought 322,000 cases (equivalent No. 2 cans) of canned single strength orangeade during August, compared with 423,000 cases in July and 350,000 cases in June. Slightly more than 3 percent of all families bought this product during the month. They paid an average of 26.4 cents per 46-ounce can, slightly less than for canned single strength orange juice (table 2).

Purchases of canned grapefruit juice during August amounted to 1,116,000 cases (equivalent No. 2 cans), slightly more than in July but 6 percent less than in August 1951. Prices consumers paid for grapefruit juice averaged 22.3 cents per 46-ounce can, relatively unchanged from the preceding month or August last year (fig. 5). About 10 percent of all families purchased grapefruit juice during the month. For the period October 1951-August 1952, householders bought practically the same volume of canned grapefruit juice as during these months a year earlier.

Household purchases of orange-grapefruit blended juice during August amounted to 473,000 cases (equivalent No. 2 cans), somewhat less than in July and 12 percent less than in August 1951. Prices paid averaged 25.6 cents per 46-ounce can, slightly higher than in the preceding month or in August last year (fig. 5). For the period October 1951-August 1952, household purchases of canned orange-grapefruit blended juice exceeded those of the comparable period last season by about 6 percent.

Householders bought the equivalent of 130,000 cases of No. 2 cans of bottled and canned lemon juice during August. This represented a sharp decline, compared with the volume purchased during July, but was substantially more than purchases in August 1951 (table 2). The average



price paid--10.6 cents per 5½-ounce can--was slightly higher than in the preceding month or in August 1951. More families purchased lemon juice during August 1952 than in August a year ago, and the average amount purchased per family increased by more than one-fourth.

Canned pineapple juice purchases by householders amounted to 1,128,000 cases (equivalent No. 2 cans), practically the same as in July but 18 percent more than in August last year (table 2). The average price paid--29.6 cents per 46-ounce can--was 13 percent below the average paid in August a year ago.

Householders bought 1,568,000 cases (equivalent No. 2 cans) of tomato juice during August, slightly less than in July but almost one-third more than in August last year. They paid an average of 27.2 cents per 46-ounce can, the same as in July but slightly less than in August last year (table 2). Household purchases of tomato juice during October 1951-August 1952 exceeded those of the comparable months last season by 15 percent.

Consumer purchases of prune juice during August equaled 333,000 cases of No. 2 cans, somewhat less than in July but almost the same as in August last year (fig. 9). Almost 6 percent of all families bought prune juice during August. Prices paid averaged 32 cents per 32-ounce bottle, almost unchanged from the preceding month or a year earlier.

#### FRESH CITRUS FRUIT

Purchases of fresh oranges by householders amounted to 1,307,000 boxes during August, 12 percent less than during the same month a year earlier, as a result of smaller purchases of California-Arizona oranges.

Purchases identified as California-Arizona oranges amounted to 876,000 boxes, practically the same as in July but considerably less than in August last year (fig. 6). Householders paid an average of 41 cents per dozen for California-Arizona oranges during the month, 3 cents less than in August last year.

Householders reported purchasing 195,000 boxes of Florida oranges during August, somewhat more than in August 1951. They paid an average of almost 44 cents per dozen, 4 cents less than a year earlier.

Consumers bought 452,000 boxes of fresh lemons during August, 9 percent less than in August 1951. Prices paid averaged 48 cents per dozen, about 4 cents less than in the preceding month but about 4 cents more than in August 1951 (fig. 8). About 29 percent of all families purchased lemons during the month.



Householders bought 179,000 boxes of fresh grapefruit during August, compared with 267,000 boxes in the same month a year ago (fig. 7). Prices paid averaged 99 cents per dozen, 6 cents less than in the preceding month but almost the same as a year earlier.

#### DRIED FRUIT

Householders purchased 3,176 tons of dried prunes in August 1952, an increase of 20 percent over the amount bought in the same month last year but about the same quantity as was purchased in August 1950 (fig. 9). Prices paid by householders for dried prunes averaged 24.5 cents per pound during the month. This was almost 3 cents less than the average paid in August last year but was slightly higher than in August 1950. The proportion of all families buying dried prunes-- 7.2 percent--was the lowest reported for any month so far in this series, with the exception of July 1951. For the period October 1951-August 1952, household purchases totaled nearly 11 percent more than in the corresponding period a year ago, while prices averaged somewhat lower.

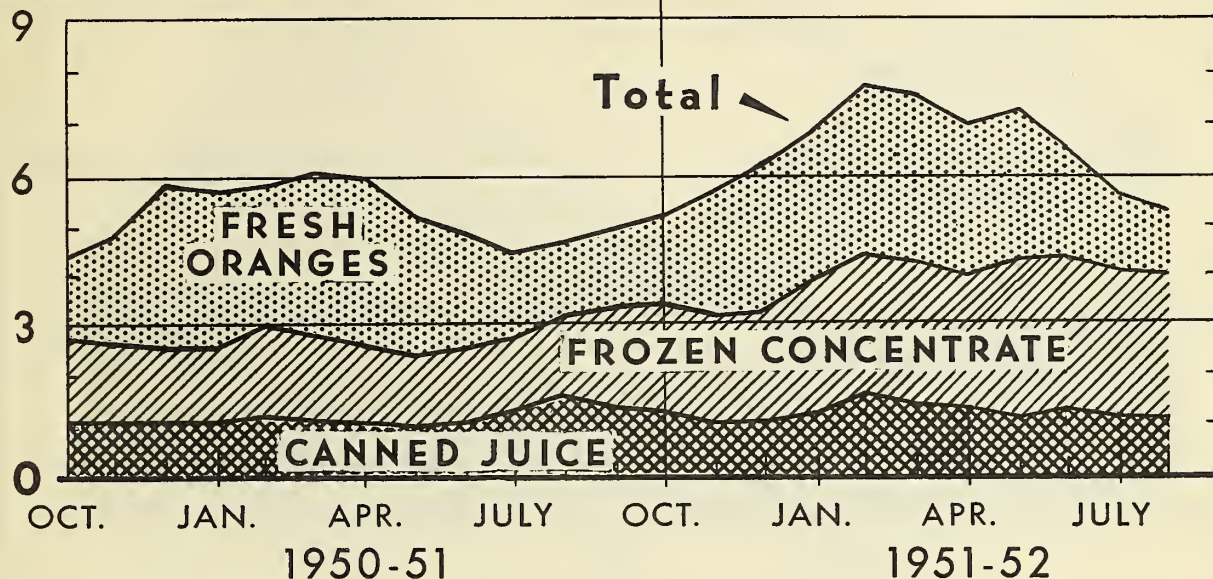
Dried apricot purchases by householders amounted to about 378 tons during August, 45 percent more than in July (table 4). This increase was associated with a decline in the average price paid by consumers-- 52 cents per pound, compared with 64 cents in the preceding month.

Householders purchased 367 tons of dates during August 1952. Domestic date purchases and imported date purchases were at about the same general levels as a year ago (fig. 10).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES\*



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice <sup>1/</sup>		Canned single- strength orange juice <sup>2/</sup>		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
December	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
October-December <sup>3/</sup>	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
January	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
February	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
March	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
October-March <sup>3/</sup>	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
April	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
May	3,103	3,401	2,628	1,546	1,310	1,043	7,041	5,990
June	2,846	2,796	2,993	1,440	1,168	944	7,007	5,180
October-June <sup>3/</sup>	2,174	2,296	3,001	1,444	1,295	1,013	6,470	4,753
July	27,451	27,632	24,732	14,841	12,421	10,284	64,604	52,757
August	1,530	1,749	2,960	1,383	1,133	1,306	5,623	4,438
September	1,307	1,478	2,874	1,573	1,116	1,570	5,297	4,621
Season <sup>3/</sup>	1,656		1,929		1,361		4,946	
	32,955		20,142		14,892		67,989	

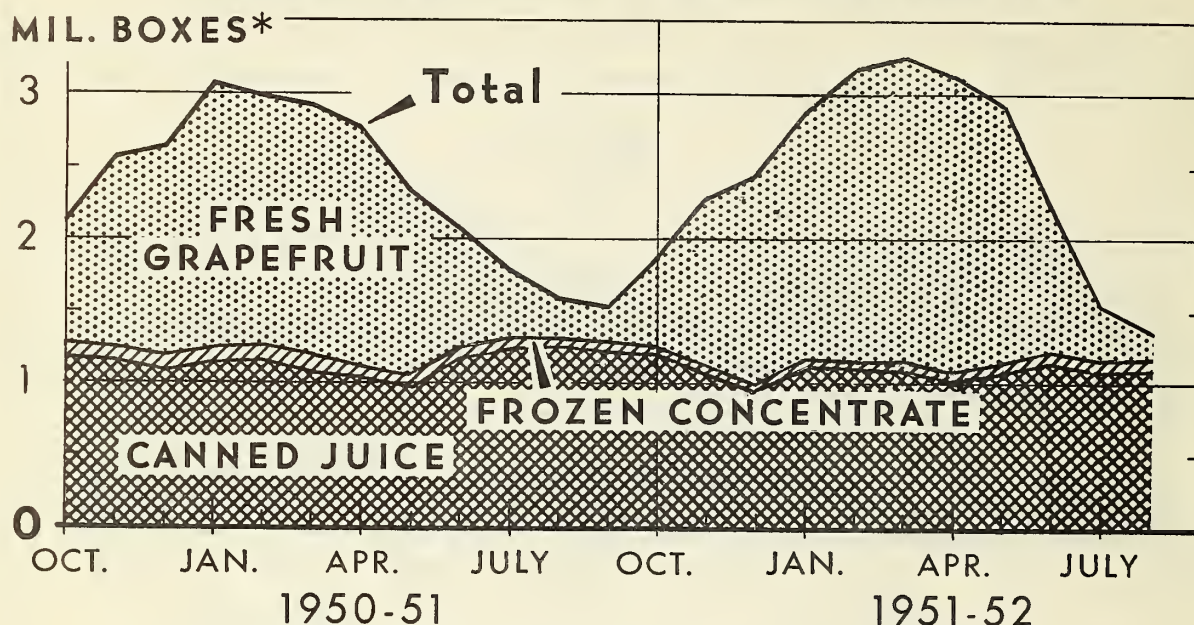
<sup>1/</sup> These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>3/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March	2,113	1,713	62	125	1,082	1,081	3,257	2,919
October-March 3/	10,026	9,687	386	698	7,056	7,431	17,468	17,816
April	2,061	1,660	54	87	1,018	1,017	3,133	2,764
May	1,760	1,263	66	82	1,083	969	2,909	2,314
June	986	804	82	94	1,133	1,155	2,201	2,053
October-June 3/	15,147	13,687	610	989	10,534	10,847	26,291	25,523
July	363	455	91	84	1,087	1,232	1,541	1,771
August	179	267	80	70	1,100	1,247	1,359	1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

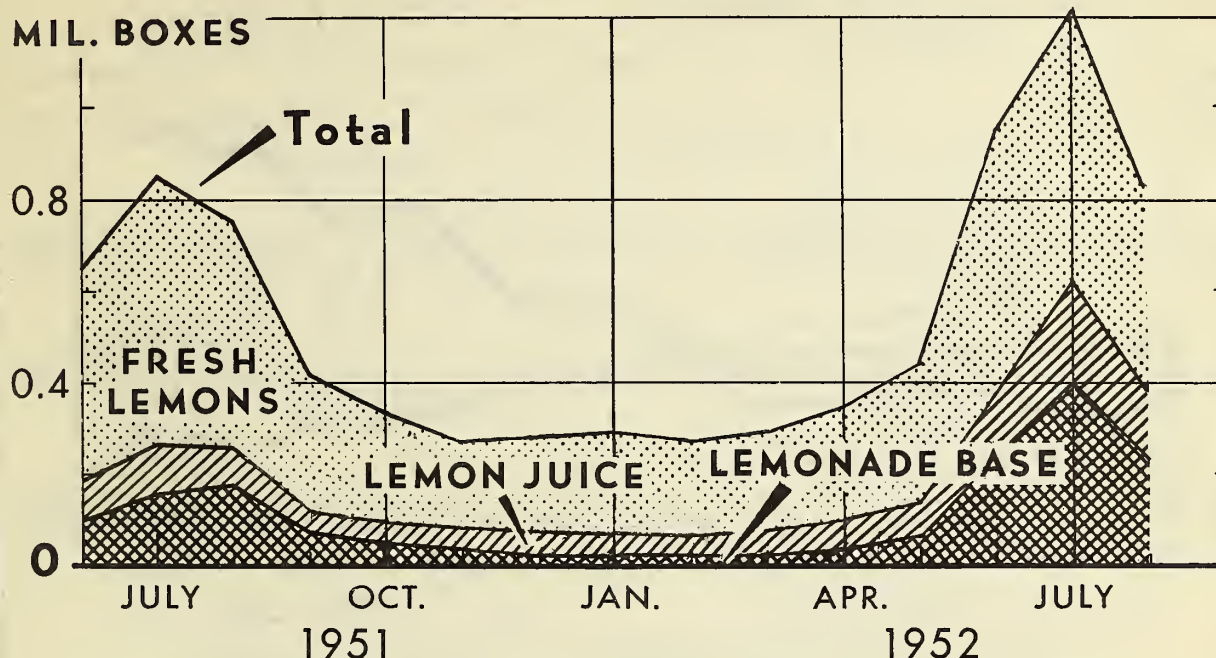
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

Period	Fresh lemons		Lemon juice 1/		Lemonade bases				Total 3/	
					Frozen		Total 2/			
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	236	236	47	36	40	4/	45	4/	328	272
November	192	201	47	33	27	4/	31	4/	270	234
December	209	204	48	37	19	4/	22	4/	279	241
October-December 5/	683	691	160	112	92	4/	106	4/	949	803
January	206	193	53	43	22	4/	24	4/	283	236
February	202	200	45	47	18	4/	23	4/	270	247
March	218	224	51	38	21	4/	25	4/	294	262
October-March 5/	1,369	1,365	318	255	156	4/	182	4/	1,869	1,620
April	251	246	60	50	33	4/	38	4/	349	296
May	308	314	72	66	55	4/	65	4/	445	380
June	577	466	144	90	205	75	239	91	960	647
October-June 5/	2,589	2,508	615	481	469	4/	547	4/	3,751	2,989
July	598	584	225	108	356	129	400	156	1,223	848
August	452	497	154	85	200	148	228	171	834	753
September		300		47		55		66		413
Season 5/		4,014		748		4/		4/		4,762

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

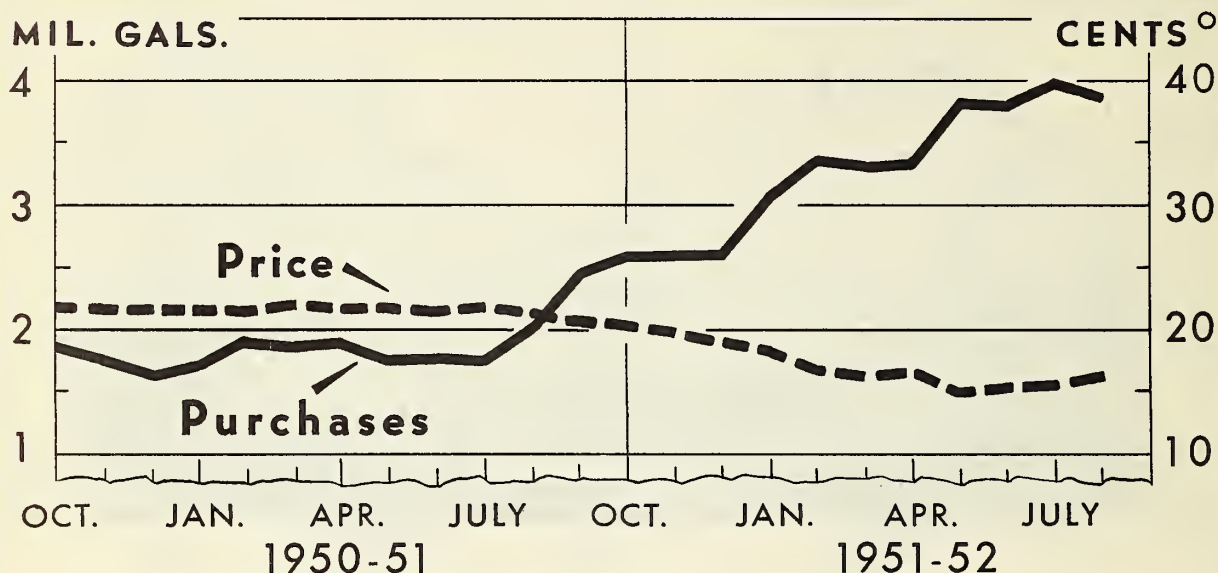
3/ Totals prior to June 1951 do not include lemonade bases or frozen lemon juice.

4/ Not available prior to June 1951.

5/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

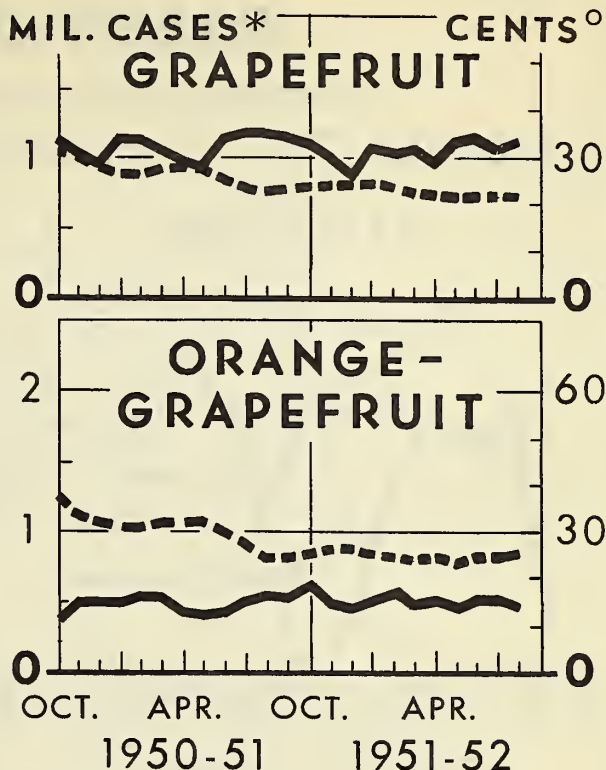
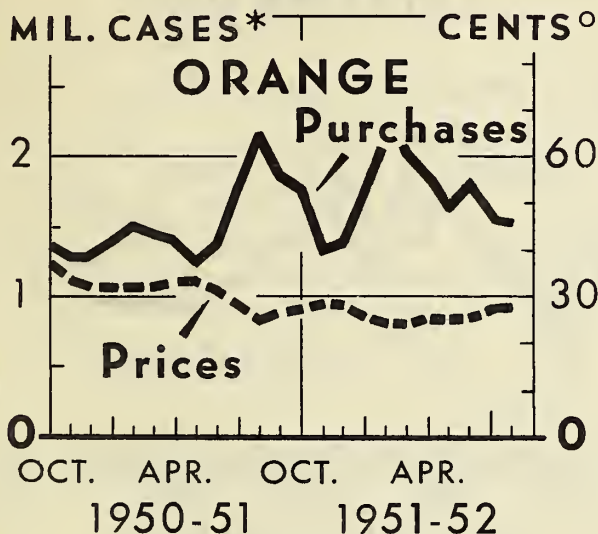
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May	3,812	1,768	14.8	21.9
June	3,811	1,775	15.3	21.6
October-June 1/	30,893	17,635		
July	3,970	1,756	15.6	21.8
August	3,859	2,022	16.1	21.3
September		2,470		20.7
Season 1/		21,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5. --Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>	1950-51 <sup>1/</sup>	1951-52 <sup>1/</sup>
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
December	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,490	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403	24.9	33.2	988	975	21.9	28.4	506	429	24.0	32.0
May	1,615	1,261	25.1	33.3	1,091	931	21.2	28.0	460	405	23.7	32.3
June	1,790	1,358	25.3	31.0	1,126	1,138	21.2	25.6	511	426	24.5	30.1
October-June 2/	17,191	13,251			10,136	10,325			4,937	4,557		
July	1,540	1,775	27.1	28.1	1,075	1,192	22.1	23.8	524	499	24.9	27.7
August	1,538	2,166	27.7	25.1	1,116	1,190	22.3	22.6	473	537	25.6	24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

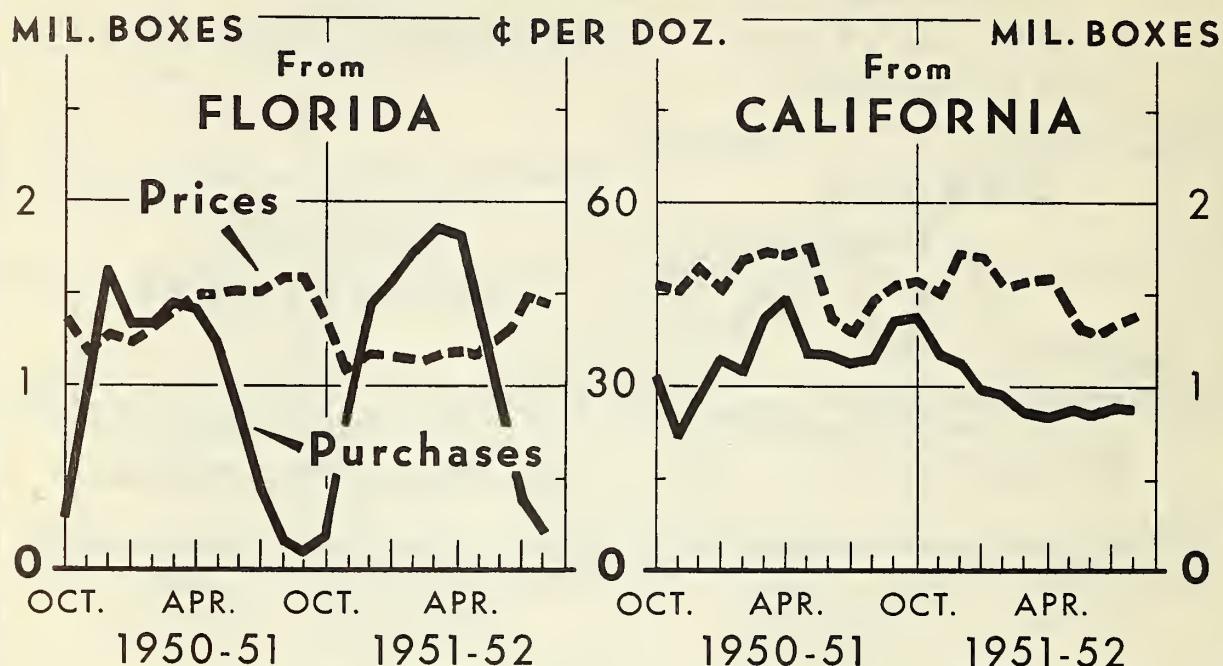
<sup>1/</sup> Equivalent cases of 24 No. 2 cans - 432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

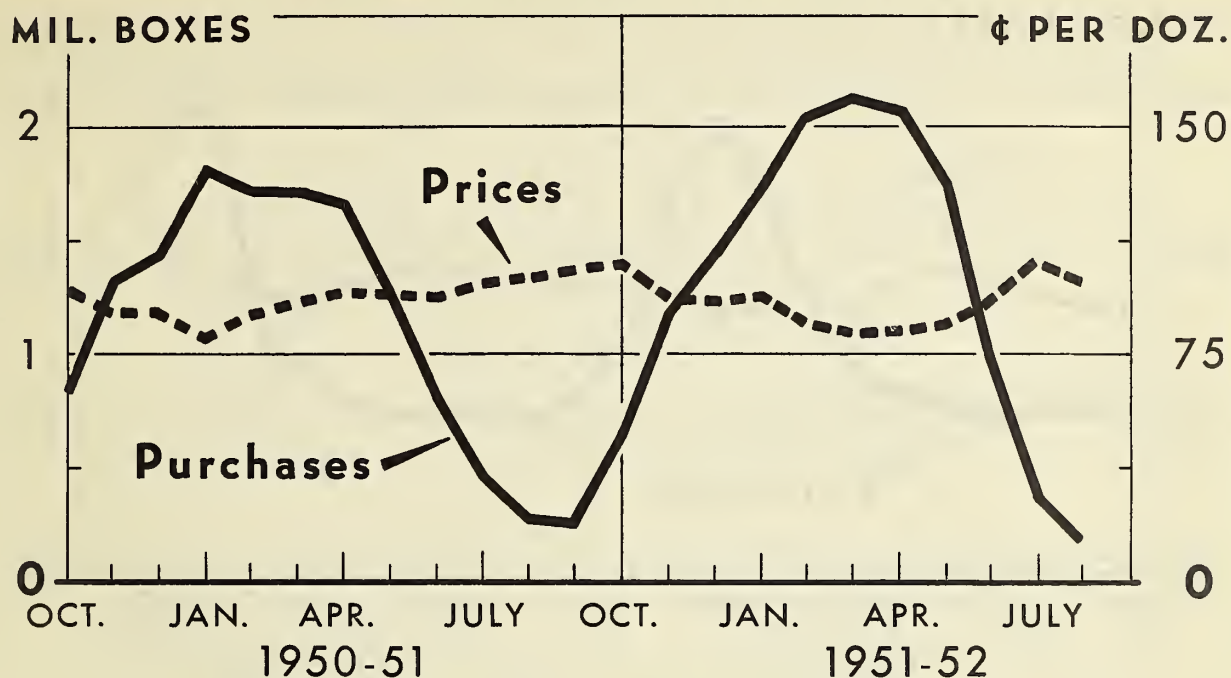
Period	Florida				California-Arizona			
	Purchases		Average prices		Purchases		Average prices	
	per dozen		per dozen		per dozen		per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May	1,521	1,243	35.2	45.1	885	1,171	42.2	52.3
June	969	830	38.0	45.7	826	1,160	38.7	41.0
October-June 1/	13,155	11,458			9,632	10,859		
July	392	408	44.6	44.8	884	1,123	39.8	38.6
August	195	149	43.7	48.3	876	1,143	41.2	44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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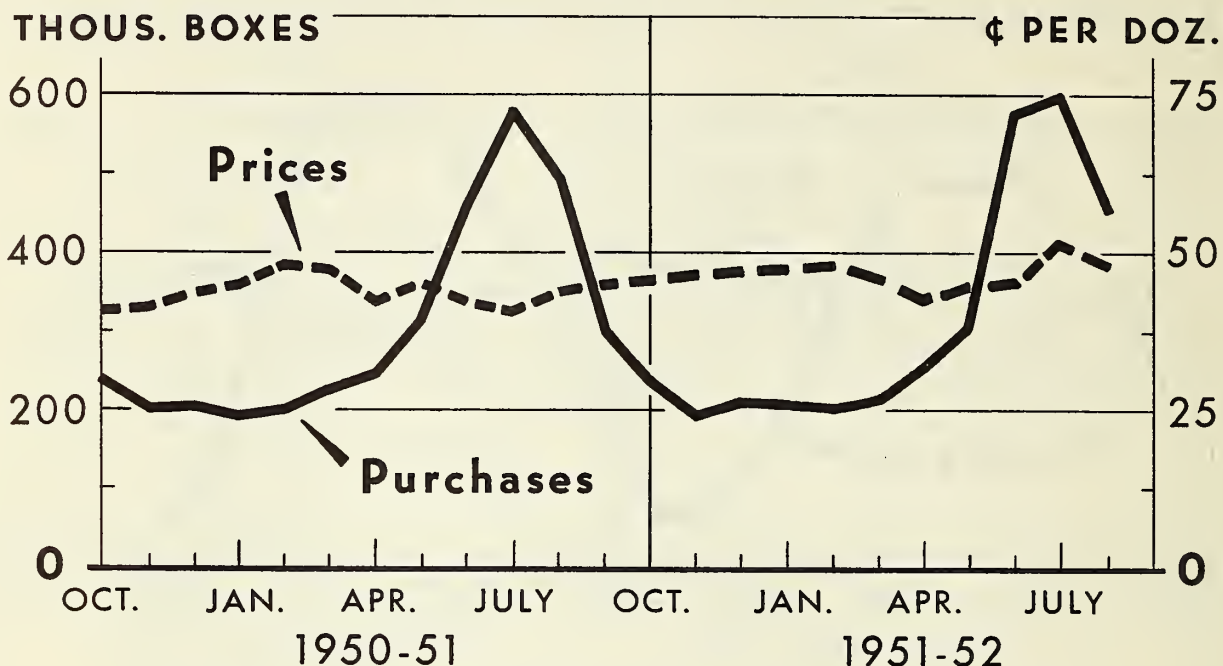
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May	1,760	1,263	84.4	94.3
June	986	804	90.9	93.7
October-June 1/	15,147	13,687		
July	363	455	105.4	97.8
August	179	267	99.4	100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

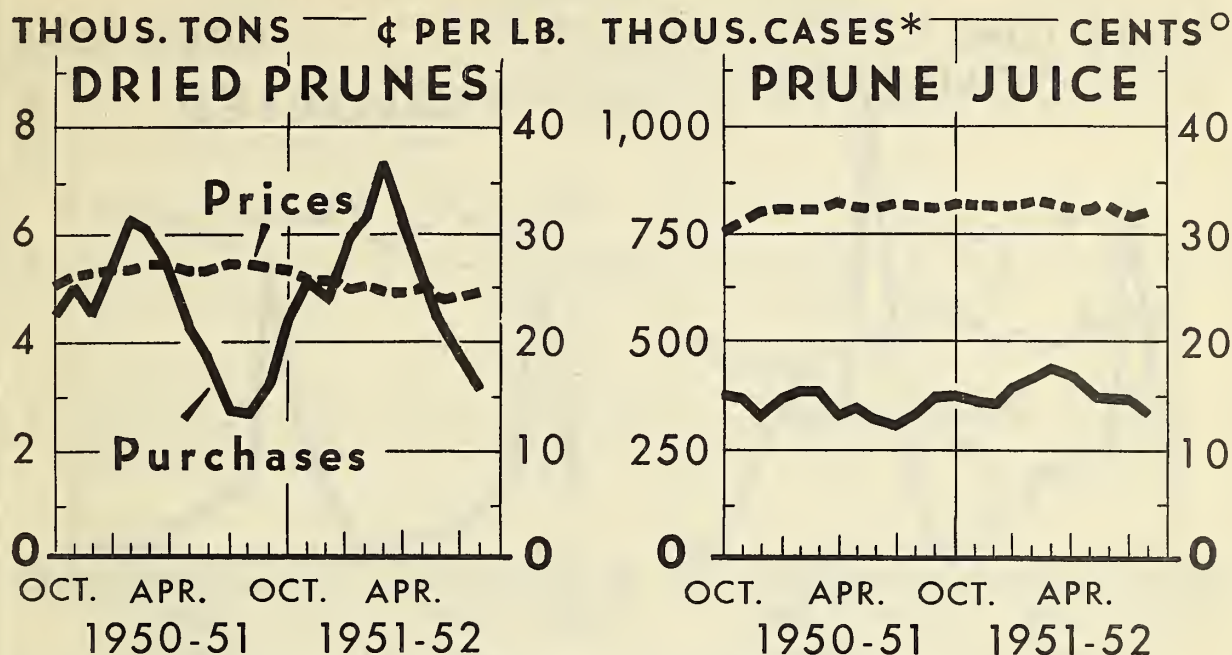
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March 1/	1,369	1,365		
April	251	246	42.9	42.3
May	308	314	44.2	44.5
June	577	466	45.6	41.8
October-June 1/	2,589	2,508		
July	598	584	51.5	40.4
August	452	497	47.8	43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\*EQUIVALENT CASES OF 24#2's    <sup>o</sup>CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	445	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,139		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May	5,112	4,304	24.7	26.7	379	354	32.1	32.6
June	4,351	3,667	23.7	26.8	363	324	32.3	32.4
October-June 2/	53,786	49,393			3,837	3,528		
July	3,692	2,686	24.1	27.2	363	307	31.8	32.7
August	3,176	2,639	24.5	27.3	333	328	32.2	32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

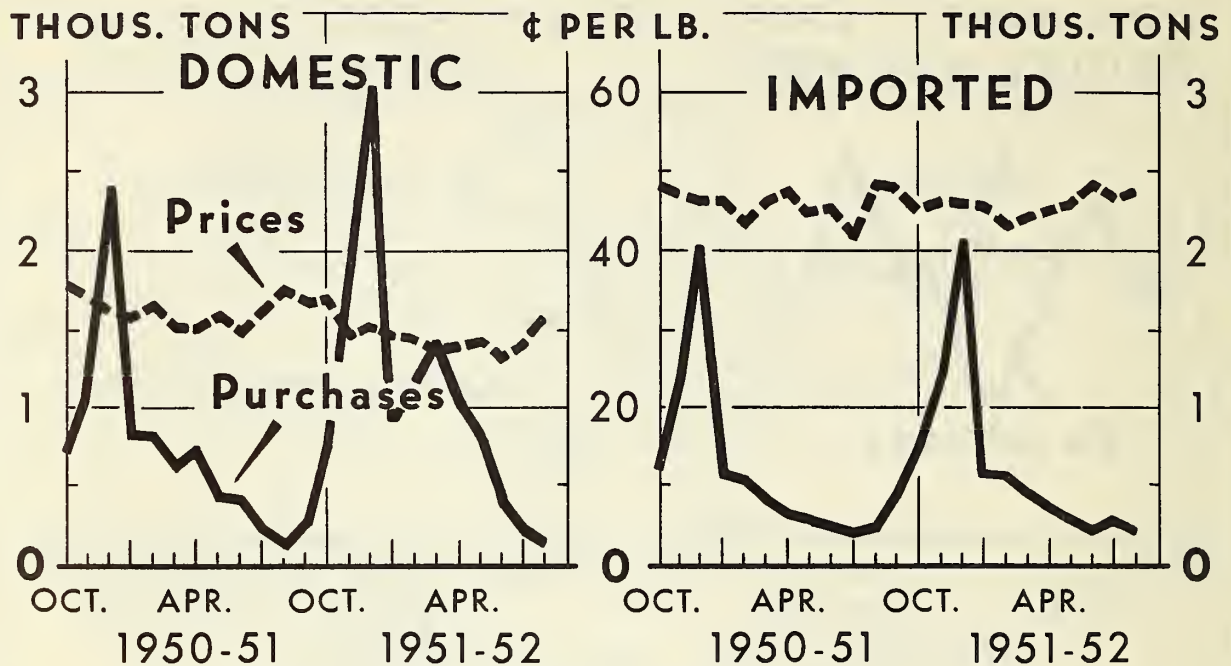
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



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SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	440	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May	814	428	28.5	31.7	288	284	46.1	45.0
June	1,008	413	26.2	29.7	216	240	48.0	45.5
October-June 1/	12,331	8,714			7,105	6,695		
July	238	226	27.9	32.7	271	209	46.7	41.9
August	149	133	31.6	35.2	216	237	47.6	48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.-- Frozen concentrated juices, ade bases, and single strength ades:  
U. S. total consumer purchases, percentage of families buying,  
and average prices, August 1952 and comparisons 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
August 1952	3,859	27.4	16.1
July 1952	3,970	28.5	15.6
August 1951	2,022	20.3	21.3
Grape juice			
August 1952	246	5.0	21.4
July 1952	303	5.7	21.7
August 1951	182	4.2	21.8
Total 2/			
August 1952	4,254	29.1	
July 1952	4,469	30.4	
August 1951	2,365	22.4	
<u>Ade bases</u>			
Frozen			
Lemonade base			
August 1952	822	11.1	17.0
July 1952	1,379	14.5	15.9
Shelf pack			
Lemonade base			
August 1952	118	2.3	14.5
July 1952	170	3.1	13.7
Orangeade base			
August 1952	267	3.7	14.8
July 1952	339	4.8	14.8
June 1952	402	4.8	14.9
<u>Single strength ades</u>			
Orangeade			
August 1952	322	3.3	26.4
July 1952	423	3.8	26.2
June 1952	350	3.4	26.6

1/ Each month represents a 4-week period.

2/ Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

3/ Equivalent cases of No. 2 cans, 432 ounces per case.

4/ Average price per 46-ounce can.

Source: National Consumer panel of Market Research Corporation of America.

Table 2.--Canned juices: U. S. Total consumer purchases, percentage of families buying, and average prices, August 1952, July 1952, and August 1951 <sup>1/</sup>

Commodity	:Consumer pur- : :chases cases : :of 24 No. 2's : : 1,000 cases	: Percentage of : : families : : buying : : Percent	: Average price : : per 46-oz : : can 2/ : : Cents
Orange	:	:	:
August 1952	: 1,538	14.4	27.7
July 1952	: 1,540	15.4	27.1
August 1951	: 2,166	19.0	25.1
Grapefruit	:	:	:
August 1952	: 1,116	9.9	22.3
July 1952	: 1,075	10.4	22.1
August 1951	: 1,190	11.7	22.6
Orange-grapefruit blend	:	:	:
August 1952	: 473	4.9	25.6
July 1952	: 524	5.6	24.9
August 1951	: 537	6.5	24.5
Lemon	:	:	:
August 1952	: 130	6.1	10.6
July 1952	: 212	9.1	10.1
August 1951	: 81	4.9	9.8
Tomato	:	:	:
August 1952	: 1,568	17.9	27.2
July 1952	: 1,610	19.0	27.2
August 1951	: 1,185	16.3	28.6
Pineapple	:	:	:
August 1952	: 1,128	14.2	29.6
July 1952	: 1,120	14.3	29.3
August 1951	: 954	13.0	34.1
Prune	:	:	:
August 1952	: 333	5.8	32.2
July 1952	: 363	5.4	31.8
August 1951	: 328	5.5	32.6
Total <sup>3/</sup>	:	:	:
August 1952	: 7,378	50.9	
July 1952	: 7,608	54.9	
August 1951	: 7,451	51.7	

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Except lemon juice, 5 $\frac{1}{2}$ -ounce can; and prune juice, 32-ounce bottle.

<sup>3/</sup> Total includes tangerine, apple, grape, vegetable combination, and all other single strength juices.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.-- Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying and average prices, August 1952, July 1952, and August 1951 <sup>1/</sup>

Commodity	Consumer purchases	Percentage of families buying	Average price per dozen
	<u>1,000 boxes</u>	<u>Percent</u>	<u>Cents</u>
Oranges			
California-Arizona			
August 1952	876	19.1	41.2
July 1952	884	20.2	39.8
August 1951	1,143	24.9	44.2
Florida			
August 1952	195	4.1	43.7
July 1952	392	8.3	44.6
August 1951	149	3.8	48.3
Total <sup>2/</sup>			
August 1952	1,307	26.8	41.9
July 1952	1,530	30.9	41.3
August 1951	1,478	30.9	44.6
Grapefruit			
California-Arizona			
August 1952	63	2.0	90.7
July 1952	111	3.8	102.4
August 1951	118	3.9	89.8
Florida			
August 1952	53	1.2	101.6
July 1952	124	3.3	109.5
August 1951	60	1.7	114.8
Total <sup>3/</sup>			
August 1952	179	5.1	99.4
July 1952	363	9.0	105.4
August 1951	267	8.1	100.1
Lemons			
August 1952	452	28.8	47.8
July 1952	598	36.3	51.5
August 1951	497	33.7	43.5

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, August 1952, July 1952 and August 1951 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	<u>Tons</u>	<u>Percent</u>	<u>Cents</u>
Apricots			
August 1952	378	1.0	52.4
July 1952	261	1.2	63.6
August 1951	305	1.6	59.4
Dates			
Domestic			
August 1952	149	.6	31.6
July 1952	238	.8	27.9
August 1951	133	.6	35.2
Imported			
August 1952	216	1.5	47.6
July 1952	271	1.6	46.7
August 1951	237	1.6	48.7
Total <u>2/</u>			
August 1952	367	2.1	41.5
July 1952	547	2.5	37.1
August 1951	403	2.4	43.3
Peaches <u>3/</u>	-	-	-
Prunes			
August 1952	3,176	7.2	24.5
July 1952	3,692	8.4	24.1
August 1951	2,639	7.4	27.3

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.



Table 5.--Canned single strength juices and ades: U. S. total consumer purchases and average prices, August 1952 (4-week period)

Commodity	Purchases					Average prices		
	: Percentage of all:		: Average per		: Size of aver-:		: Per equivalent	
	: families buying:		: buying family:		: age purchase:		: unit:	
	Percent	1,000 cases	1/	Number	Ounces	Size	Cents	Cents
Canned juices								
Orange	14.4	1,538		1.8	60.2	46 oz.	27.7	11.3
Grapefruit	9.9	1,116		1.6	66.8	46 oz.	22.3	9.1
Orange & apft. blend	4.9	473		1.6	55.5	46 oz.	25.6	10.2
Tangerine	1.1	69		1.3	47.6	46 oz.	26.0	10.6
Lemon	6.1	130		1.3	15.1	5 1/2-6oz.	10.6	35.6
Apple	3.4	296		1.6	51.8	32 oz.	23.0	12.0
Grape	5.9	258		1.4	29.1	32 oz.	35.4	24.6
Pineapple	14.2	1,128		1.5	50.7	46 oz.	29.6	12.1
Prune	5.8	333		1.6	32.1	32 oz.	32.2	18.4
Tomato	17.9	1,568		1.7	51.2	46 oz.	27.2	11.5
Vegetable combination	2.4	151		1.4	43.0	46 oz.	39.4	16.2
Other juices	2/	318		2/	35.2	46 oz.	37.0	16.3
Total	50.9	7,378		2.9	49.0			12.6
Canned ades								
Orangeade	3.3	322		1.5	64.6	46 oz.	26.4	10.6

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, August 1952 (4-week period)

Commodity	Purchases			Average prices per actual unit		
	Percent	Total all families	Average per family	Size of average purchases	Size	Cents
		1,000 gallons	Number	Ounces		
<u>Frozen concentrated juices</u>						
Orange	27.4	3,859	2.4	16.4	6 oz.	16.1
Grape	5.0	246	1.4	9.8	6 oz.	21.4
Grapefruit 1/	-	-	-	-	-	-
Orange & gpft. blend 1/	-	-	-	-	-	-
Other concentrates	2/	48	2/	15.0	6 oz.	15.4
Total	29.1	4,254	2.6	15.6		
<u>Ade bases</u>						
Frozen						
Lemonade	11.1	822	1.6	13.1	6 oz.	17.6
Shelf pack						
Lemonade	2.3	118	1.2	12.1	6 oz.	14.5
Orangeade	3.7	267	1.5	14.6	6 oz.	14.8

1/ Too few purchases reported for analysis. Purchases are included in total.  
2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.-- Fresh citrus fruit: U. S. total consumer purchases and average prices, August 1952 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying:	Total all families	Average per family buying	Size of average purchase	
Orange					
California-Arizona	19.1	876	2.0	12.2	41.2
Florida	4.1	195	1.8	11.8	43.7
Texas 1/	-	-	-	-	-
Unidentified	7.2	223	1.5	10.4	43.3
Total	26.8	1,307 2/	2.1	11.8	41.9
Grapefruit					
California-Arizona	2.0	63	1.5	4.1	90.7
Florida	1.2	53	1.8	3.7	101.6
Texas 1/	-	-	-	-	-
Unidentified	2.3	58	1.4	3.4	108.0
Total	5.1	179 2/	1.7	3.7	99.4
Tangerines 1/	-	-	-	-	-
Lemons	28.8	452	1.8	7.1	47.8
Limes 1/	-	-	-	-	-
Total	44.7	1,938 3/	2.7	9.1	45.6

1/ Too few purchases reported for analysis.

2/ Includes small amount of Texas fruit

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Market Research Corporation of America.



Table 8. Dried Fruit: U. S. total consumer purchases and average prices, August 1952 (4-week period)

Commodity	Purchases					Average price per pound
	Percentage of all families buying	Total	Average per family	Size of average purchase		
	Percent	Tons	Number	Ounces	Cents	
Apricots	1.0	378	1.2	21.7	52.4	
Dates						
Domestic	.6	149	1.2	15.2	31.6	
Imported	1.5	216	1.2	9.4	47.6	
Unidentified	1/	2	1.0	7.3	60.0	
Total	2.1	367	1.2	11.0	41.5	
Mixed Dried Fruit 2/	-	-	-	-	-	
Peaches 2/	-	-	-	-	-	
Prunes	7.2	3,176	1.4	23.0	24.5	

1/ Information not available

2/ Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.